

WXIX

ORDER

Flight Dates 10/02/12-10/08/12

Contract / Revision 830814 /

Original Date / Revision
10/01/12 10/01/12

Advertiser Brown, S (D)/US Senate

Agency Shorr & Associates

Buying Contact

1831 Chestnut Street
Suite 602
Philadelphia, PA 19103Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Product

SHERROD BROWN

Agency Com 15%

Billing Contact

1831 Chestnut Street
Suite 602
Philadelphia, PA 19103

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:00:00

Estimate #

Alt Order # 06359116

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL610, PL, PL820

Priority P 3

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	10	\$11,900.00	\$14,000.00	0.00	10/01/12	10/08/12	10	\$11,900.00	\$14,000.00
Totals	10	\$11,900.00	\$14,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	10/02/12	10/05/12	News @ 7a News @ 7am	Comm	7a-9a	- TWTF - -	1:00	4	\$800.00	P 3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	- TWTF - -		4		\$800.00		0.00					
E 2	WXIX	10/02/12	10/05/12	Late News M-F Late News M-F	Comm	10-11P	- TWTF - -	1:00	4	\$2,000.00	P 3	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	- TWTF - -		4		\$2,000.00		0.00					
E 3	WXIX	10/08/12	10/08/12	News @ 7a News @ 7am	Comm	7a-9a	1 - - - - -	1:00	1	\$800.00	P 3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	1 - - - - -		1		\$800.00		0.00					



Contract / Revision **830814** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:00:00

Advertiser **Brown, S (D)/US Senate** Product **SHERROD BROWN**

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WXIX	10/08/12	10/08/12	Late News M-F	Comm	10-11P	1-----	1:00	1	\$2,000.00	P 3	0.00	NM	1	\$2,000.00
				Late News M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	1-----	1		\$2,000.00		0.00						
														Totals	10 \$14,000.00